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**JOEL KATZ DESIGN ASSOCIATES**

123 North Lambert Street  
Philadelphia PA 19103  
USA

**QUALIFICATIONS**

November 2012

## Qualifications

### Firm Profile

Joel Katz Design Associates is a Philadelphia-based information, identity, wayfinding, print, and environmental graphic design consultancy whose expertise engages the corporate, institutional, and public sectors.

We provide our clients the attention and focus of a small design office coupled with our long history of developing quality design solutions. We believe that pursuing a broad range of projects enhances our expertise and problem-solving abilities as well as keeping us inspired and engaged.

We believe that design is about partnership. Developing thoughtful, functional, and elegant solutions to communication objectives requires accurate, effective, and thorough research; clear problem definition; efficient process management; and respectful collaboration with our clients.

JKDA has executed visual identity programs, a full range of print collateral, maps and diagrams, and web sites. We have designed numerous books on art, architecture, the gardens and arboreta of metropolitan Philadelphia, and electrochemistry. In 2011 we completed *2011 Portfolio*, our third report for the Greater Philadelphia Cultural Alliance, which featured 40 graphs and specially commissioned portraits.

Joel Katz is the author of *Designing Information: Human Factors and Common Sense in Information Design* (Wiley, 2012) and co-author (with Alina Wheeler) of *Brand Atlas* (Wiley, 2011).

Our environmental design work includes wayfinding, interpretive, and exhibit experience. We are the designers of Walk!Philadelphia, a comprehensive urban pedestrian wayfinding system, and Ride!Philadelphia, which includes bus shelter maps, interpretive graphics, and a Center City-wide transportation portals project. We have worked on wayfinding projects for Portland OR, Omaha NE, and Albany NY, and interpretive stations along the Hudson River. A comprehensive schematic plan for exterior and interior wayfinding at the Massachusetts Institute of Technology won an SEG D honor award in 2002.

JKDA's interpretive work includes panels for Philadelphia's most historically significant places of worship and an outdoor interpretive program for Independence National Historical Park and adjacent Washington Square. We have created exhibits and installations for the Chemical Heritage Foundation, the Fairmount Park Art Association's New•Land•Marks program, and Lankenau Hospital.

### Joel Katz

Joel Katz is internationally known for his award-winning information design and wayfinding systems. With over 40 years in the field of graphic and information design, his work has been the subject of numerous articles, publications, and lectures.

Katz's articles have appeared in *Messages*, the *AIGA Journal of Graphic Design*, *Visible Language*, *Print*, and the *Philadelphia Inquirer*, and he speaks at numerous universities and professional design conferences. As one of 12 "information architects" contributing to the book, *UnderStAnding*, he presented his work at the TED-X (Technology Entertainment Design 10) conference in Monterey CA.

Katz's photographic work has been shown in Philadelphia and Rome.

### Prizes and awards

The Garden Club of America Rome Prize in Landscape Architecture  
American Academy in Rome, 2002–2003

Fellow of the American Academy in Rome

AIGA Philadelphia Fellow, 2002

Honor Award in Wayfinding

Society of Environmental Graphic Designers, 2002

Kanzaki Creativity Competition

Grand prize, 1992

International Pediatric Nephrology Association

Honorary Life Member, for work done for the Fifth International Pediatric Nephrology Symposium, 1980

Strong Prize for American Literature

*And I Said No Lord* (Scholar of the House project)

Yale College, 1965

### Education

MFA and BFA in graphic design, 1967

Yale School of Art

BA Scholar of the House with Exceptional Distinction, 1965

Yale College

Aurelian Honor Society; Manuscript Society

### Faculty positions

The University of the Arts, Philadelphia

Philadelphia University

Moore College of Art & Design, Philadelphia

Rhode Island School of Design

Yale School of Art

**Mary Torrieri**

Mary first joined JKDA as an intern in 1997 while studying graphic design at the University of the Arts. After graduation, she joined JKDA full time as designer. Over the years, Mary implemented a wide range of projects involving print, motion graphics, branding, signage, and cartography.

Mary returned to school in 2004, earning a BSN degree, and practiced nursing at Methodist Hospital in Philadelphia. She returned to JKDA in August 2006 where she continued to hone her design and project management skills. In 2009 she relocated to Arizona with her military husband, where she practiced nursing at the public health department. During this time she continued to work for JKDA remotely on select design projects, including the *2011 Portfolio*. In 2011, She currently lives California.

**Education**

BFA in graphic design with honors  
UArts Graphic Design Faculty Award  
Senior Project Citation  
University of the Arts, 1999

BSN in nursing (RN) with honors  
Thomas Jefferson University, 2005

MSN in nursing informatics  
Thomas Jefferson University, 2012

**Membership**

Member of the Delta Rho Chapter of Sigma Theta Tau International, Honor Society of Nursing, 2012– .

### **Selected Clients and Projects**

*JKDA has always sought a broad range of projects and clients, from Fortune 500 companies to small businesses, from municipal authorities to academic institutions, and cultural not-for-profits. The key belief we share with our clients is in the transforming power of design.*

#### **Association for Public Art**

*A foundation dedicated to the preservation and increase of public art in Philadelphia (formerly the Fairmount Park Art Association), and administrator of New•Land•Marks, a program that pairs artists with Philadelphia communities to create neighborhood-specific public art-work. Program identity and literature, transportable program exhibit, and installation design for a major exhibition on New•Land•Marks at the Pennsylvania Academy of the Fine Arts.*

#### **Center City District**

*Center City Philadelphia's special services organization. Walk!Philadelphia, the world's most comprehensive urban pedestrian wayfinding system, includes over 2,200 sign faces and pylons in front of the Convention Center. Special tamper proof brackets, which the CCD licenses to other cities, were designed for the project under our direction. JKDA also designed the CCD's complete identity/branding program including mark, logotype and patch, uniforms, vehicles, and banners, stationery, and a broad range of collateral. Recent and current work includes Ride!Philadelphia, bus maps and interpretive historical graphics for Center City's bus shelters, and signage for Center City's 100 below grade entrances to rail transit.*

#### **Center for Architecture**

*A not-for-profit organization promoting an understanding of architecture in Philadelphia. Concept and design of *Philadelphia Architecture* (third edition), *Philadelphia's Best Buildings*, and *The Planning of Center City Philadelphia*, comprehensive guidebooks to Philadelphia's most notable buildings and planning history that include self-guided walking tour maps.*

#### **Centocor**

*Biotechnology/biopharmaceutical firm. Annual reports; winner of two Mead Annual Report Show prizes.*

#### **City of Omaha NE**

*A comprehensive pedestrian wayfinding program for downtown Omaha, including its riverfront, and variable message vehicular signs programming for Omaha's new downtown stadium. Currently under construction.*

#### **Greater Phila Cultural Alliance**

*A not-for-profit organization supporting arts and cultural organizations in Philadelphia. Concept and design of this cultural umbrella organization's three bi-annual reports, *Portfolio*, with complex graphs detailing the characteristics of hundreds of greater Philadelphia's cultural organizations and their changes over time.*

#### **Massachusetts Institute of Technology**

*Wayfinding and identification standards for the MIT campus plan, as a member of the team led by landscape architects Olin Partnership. Our work included building and resource identification and exterior and interior wayfinding, including both signs and maps; our work won an honor award from the SEGID.*

<b>National Park Service and Olin Partnership</b>	Interpretive design and wayfinding for Independence National Historical Park in Philadelphia as a consultant to master plan landscape architect Olin Partnership. Interpretive components include environmental sculpture and granite and bluestone pavers. The wayfinding component adapts <i>Walk!Philadelphia</i> to the unique needs of Independence National Historical Park. Interpretive signing for Washington Square Park was completed in 2003.
<b>New York State Department of Environmental Conservation</b>	Interactive interpretive stations along the Hudson River from Troy to Manhattan Harbor will inform river users of the historical, cultural, and environmental aspects of the river and encourage river stewardship in an exciting new way, rather than as “signage” or “kiosk” elements.
<b>New York Public Library</b>	Identity and brochure for the Dorothy and Lewis B. Cullman Center for Scholars and Writers.
<b>Pennsylvania Department of Transportation (PennDOT)</b>	Brochures and newsletters for District 6-0 since the Schuylkill Expressway Improvement Program in 1984; major construction project public information web sites and animated graphics since 1997; interpretive signing for scenic overlooks along the Lehigh Valley Industrial Highway near Scranton (in PennDOT District 5-0).
<b>Portland Development Commission, Portland OR</b>	An urban pedestrian wayfinding system including light rail transit information and a comprehensive map program for central Portland. The project was installed in February 2007.
<b>The Ovations Press</b>	TOP Health Series, by Richard Saul Wurman. Two medical books—one on heart disease and cardiovascular health, the other on pharmaceuticals. JKDA designed innovative illustrations, diagrams, and charts, most notably of the heart’s structure and function.
<b>Temple University Press</b>	<i>Cultural Connections</i> , by Morris J. Vogel, a 256-page book on the museums and libraries of Philadelphia and the Delaware Valley; and <i>Public Art in Philadelphia</i> , by Penny Balkin Bach, a 288-page book on the history of public art in Philadelphia. Both projects were funded by the William Penn Foundation. <i>Guide to the Great Gardens of the Philadelphia Region</i> , by Adam Levine, photographs by Rob Cardillo, a 192-page guidebook.
<b>William Penn Foundation</b>	Review and revision of the Foundation's maps and graphs summarizing their environmental programs in Pennsylvania and New Jersey counties to preserve open space, improve water purity, and link river and open space preservation.